CALPEEK

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CALIF.'s JUNE PRIMARY: OVERVIEW AND TRENDS.

Editor's note: With the June 7th primary just days away, here's our overview & analysis...

• **Low Turnout** - Some CALPEEK sources think this primary will see fewer than 50% of those eligible to vote casting ballots, either on election day or via absentee ballot. That's really pathetic. Why such a low voter turnout? Three factors: 1) very *few competitive races* for Statewide office; 2) *lack of money*; and 3) *lousy TV/news media coverage* of the primary races, especially the down-ballot contests for Statewide office...

• **Hot Issues** - Pete Wilson is pushing the gigantic costs of illegal immigration & crime, while Demo Kathleen Brown talks almost exclusively about Calif.'s economy & jobs. Taxes are always hot. With the exception of Tom Hayden and the some of the controller candidates, there's little talk about Calif.'s huge budget deficit. Legislative candidates are very concerned about the proposed pay raise and some incumbents are saying they won't accept the pay hike. But the biggest difference between 1992 and today is *abortion*. It's **not** the hot button issue it was two years ago, but it has surfaced in the Demo primary for Treasurer and in a handful of GOP House & Legislative races...

• **Slate Card Madness** - There are a ton of slates being produced in this primary election cycle. In fact, some sources think there are too many slates. As one source said, "These slates are cash-cows that have been over-milked." So there's going to be a question about how effective they are. We'll know after the primary...

• **Deep Pocket Candidates** - It's not just U.S. Rep. Michael Huffington whose $4 million worth of TV ads has essentially bought the GOP U.S. Senate nomination and has pulled him to within 7 pts. of Demo U.S. Sen. Dianne Feinstein. This could be the year of the *deep pocket candidate* --- candidates who have never run for office before or can't raise the necessary funds in the traditional manner and thus have to rely on personal wealth. Who are the other deep pocket candidates: Kathleen Connell(D) and John Morris(R), both running for controller; and Ron Unz(R) running for governor. Stay tuned...

1994: UPDATE ON RUN FOR STATEWIDE OFFICES

Editor's note: Here are some key items of interest with 8 days to go before the June 7th primary...

• **The Demo Debates** - Sources can't figure out why Kathleen Brown seems afraid to do any more than 3 debates with Tom Hayden and John Garamendi. Those who watched the TV debate from S.F. May 24th or heard the KABC debate May 25th generally gave Brown high marks (except for the death penalty stuff), while Garamendi came off as heavy handed. If Garamendi had hoped these debates might turn his campaign around, all that vanished after the 2nd debate. He did not improve much on KABC Radio. So the *Fat Lady* is on stage and singing. In case the rest of the news media won't print it, here's a limerick from John Whitehurst of the Brown campaign which was faxed to political reporters May 25th:

There once was a Commissioner John
Who had no issues to run on
He made charges so baseless
Accusations to tasteless
In the polls, he was going...going...gone...

...FYI: The debate winner: **Tom Hayden** was the winner in terms of substance. He's correct about a whole range of issues that are critical to Calif., but he's not the right messenger...

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• **The Unz Factor** - Conservative Ron Unz will be on radio to the end of the campaign, but unless he pumps more of his own money into the race or gets some late & large contributions, he won't have any more TV. Right now Unz is coasting with free news media coverage --- due to his 30% showing in the most current Field Poll against Gov. Pete Wilson. Although some conservatives think Unz actually has a shot at upsetting Wilson, that's **not** the general view among most CALPEEK sources. FYI: KABC Radio host Michael Jackson said he'd cancel guests anytime between now and the primary to accommodate a debate between Wilson & Unz. Unz has accepted the offer...

• **Roberti vs. Angelides** - In the Demo primary battle for State Treasurer, most sources are now fairly certain that the earlier recall aimed at David Roberti has turned out to be a benefit for the senator because of 2 factors: 1) the recall shifted attention away from the Demo primary, thus Phil Angelides had to wait until the special was finished before engaging in debate; and 2) the recall gave Roberti heavy news media coverage, which was mostly sympathetic. Bottomline on the pro-gun sponsored Roberti recall: it gave Roberti a good hefty bump. The only negative for Roberti was money. He had to pour almost all his resources into fighting the recall. As for former CDP Chair Angelides, he's playing catch up, using hardball tactics. Angelides went on TV with a positive spot, but that 1st ad produced no upward movement. So Angelides gambled on the abortion spot, running it in the S.F. market only. There has been lots of criticism about the ad, but Roberti's record opposing abortion & choice is well documented. But as one source noted, "You can go after David with a hammer or a wreaking ball --- Phil went for the wreaking ball." A new negative Angelides TV ad trying to link Roberti with *capitol corruption* is now on the air and sources say it's effective and *tough*. Bottomline: Angelides has a ways to go before closing the gap with Roberti, but he has the resources. FYI: despite being blasted by the Sacto BEE for his TV hit on Roberti, this newspaper did endorse Angelides...

• **Insurance Commissioner** - As of early May, 58% of likely Demo voters and 54% of likely GOP voters were undecided about these two primaries. Demos first. State Sen. Art Torres has most of the organizational endorsements, while Assemblyman Burt Margolin has the money and is on most of the key slates, except for Clint Reilly's and a few others. But in terms of the latest Field Poll, Torres leads 28% to 14%. But with such a huge undecided, this race isn't over. On the GOP side, Assemblyman Charles Quackenbush has the money and some of the endorsements, but it's businessman Wes Bannister who leads in the Field Poll with 21%, while Quackenbush has 17%. Consumer advocate Jim Conran shows up at 8%. Banninster has many of the conservative GOP endorsements. All of these GOPers are on slates and most insiders don't have the foggiest idea of who wins. FYI: Margolin won the endorsement of the Sacto BEE. Stay tuned...

1994 LEGISLATIVE RACES: PRIMARY BATTLES.

Editor's note: Here's another update on 1994 primary battles for Legislative seats...

• **69th A.D.** - This is the only Legislative or House seat in Orange Co. occupied by a Demo --- outgoing Assemblyman Tom Umberg, who is running for AG. The district has a 53% Demo vs. 36% GOP registration, meaning that a moderate Demo should be able to hold this seat. The establishment favorite (backed by O.C. Demo powers Dick O'Neill & Howard Adler) is Santa Ana CofC president Mike Metzler. He's a 48-year-old pro-business Demo. His key opponent in the primary is Santa Ana Councilman Ted Moreno, who is supported by Demo Assemblyman Richard Polanco. Others in the race are businessman Zeke Hernandez and businessman John Patterson. Hernandez, for whatever reason, has aimed most of his primary barbs at Moreno, and the fact that Moreno worked for now U.S. Rep. Jay Kim in the 1992 election isn't helping. On the GOP side there are 4 solid challengers: Virgel Nickell, Jim Morrissey, Martin Ageson and Judy Buffin-edge. Buffin-edge is the only pro-choice GOPer in this primary, but is under-funded. Morrissey is backed by Sen. Rob Hurtt, but Nickell has name ID because he ran two years ago; and Ageson has a solid campaign as well. At this point, a slight edge to Morrissey on the GOP side...

• **70th A.D.** - In another Orange Co. GOP primary battle (for Gil Ferguson's seat), polling for Marilyn Brewer shows this race to be very tight. A May 16-17 survey by pollster Arnold Steinberg (given to CALPEEK by a 3rd party), shows Brewer with 21%, Irvine Councilman Barry Hammond with 18% and Tom Reinecke at 17%. A poll for Hammond by Meta Information Services shows Hammond at 20.6%, Brewer

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at 15.5%, Reinecke at 13.9% and the rest undecided or refused to be interviewed. Bottomline: this GOP *uncivil war* is far from over...

• **27th A.D.** - Eyes are on the Demo primary in this Central Coast district which once belonged to Sam Farr(D), but fell into GOP hands when Demos nominated liberal Santa Cruz Co. Sup. Gary Patton to run in the special against moderate GOPer Bruce McPherson. The two Demos are attorney Bill Monning, who ran against Farr for congress; and Cathy O'Boyle, a moderate Demo who has been Sen. Henry Mello's district coordinator for 13 years. Farr hasn't endorsed either Demo, but Mello and Assemblyman Rusty Areias are backing O'Boyle. The 27th has a 51% Demo vs. 30% GOP registration edge --- meaning both sides will have to spend heavily...

• **41st A.D.** - In the Demo battle to replace Terry Friedman, sources are still divided as to who wins the primary. The BAD slate contest has been won by attorney Ed Tabish, who also won the bidding war to be on Clint Reilly's slate. A month-old survey shows the Demo primary to be **wide open**, with Roger Diamond at 15%, followed by Bill Rothbard and Sheila Kuehl at 13% each and Tabish with 9%. Between them, John Shallman and Pat McGuire have 9%, with a huge undecided. Sources report that some in the business community are *nervous* about Kuehl, but she continues to hold business support in the 41st --- including former VICA president Ben Reznik. Both the CA Medical Assn. & the CA Assn. of Realtors are backing Rothbard. Bottomline: very close, with all 4 frontrunners having a shot...

• **42nd A.D.** - There are two opinions about this Demo primary for Burt Margolin's seat: 1) this race has now boiled down to a battle between West Hollywood Councilman Paul Koretz, L.A. School Board member Mark Slavkin and L.A. Community College Trustee Wally Knox; 2) the first conclusion is flawed and the primary is still a wide open battle with West Hollywood Councilwoman Abbe Land, activist Laura Lake and attorney John Duran still in the hunt with the others. Most sources agree attorney Bruce Margolin won't win, but will impact the primary because some voters will confuse him with Burt. This race will begin to narrow next week when mail & slates begin to hit...

L.A. COUNCIL PRESIDENT FERRARO AT L.A. FORUM. L.A. City Council President John Ferraro will discuss new ways to fund city government when he addresses members of the L.A. Current Affairs Forum, 11:30 a.m. reception, 12 noon lunch, June 9th, Hotel Inter-Continental in L.A. For info call Emma Schafer at (310) 445-8862...

DA CONTESTS: INCUMBENTS UNDER SIEGE. Editor's note: Of the 56 DA contests in Calif. in this election cycle, the two hottest primary battles are in Sacto & San Diego counties. Here's our update...

• **San Diego County** - Veteran DA Ed Miller faces 4 challengers --- 3 of whom are very credible. They include Dep. City Atty. Casey Gwinn; former Dep. DA and now attorney Paul Pfingst; and Muni Court Judge Larry Stirling, a former State senator. All sources agree about only one thing: there will be November runoff. Who makes the runoff? Some think Miller might not make it. His reelect numbers are not hot and perhaps voters are in a mood to change. He's "the dean" of the DAs, with 20 years in office. The San Diego Union Tribune wants a change and has editorialized against Miller. What is Miller doing? His strategy is based on the assumption his runoff opponent will be Gwinn, darling of the *hardline conservatives*. So Miller is running as the pro-choice DA, casting Gwinn as the pro-lifer who will use the office to further his own agenda. Gwinn has a strong campaign, with radio, TV, slates and a solid VBM program. But sitting there with $55,000 paid TV time is Pfingst. He'll also be on a slate or two, so Miller may be making a mistake by going after Gwinn and ignoring Pfingst and Stirling, who still has good name ID. Bottomline: it may be a combination of any of the top 4 in the runoff...

• **Sacramento County** - Like Miller, incumbent DA Steve White is under attack by 4 challengers, including former Sacto Co. DA John Dougherty, who still has name ID. White was appointed DA when Dougherty unexpectedly stepped down from office in 1989. And the question of why he left in the first place continues to hang over his head. Dep. DAs Jan Scully and Dave Druliner, plus another minor candidate round out the field. Druliner has lots of law enforcement endorsements, but his campaign is under-funded. Scully is well regarded and has been campaigning for almost a year, thus has money for TV & radio. Crime is a big issue in Sacto and twice the deputy DAs in his office have vot-

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ed no confidence in White's leadership. Bottomline: there will be a runoff and many sources think White & Dougherty are the likely opponents, but some sources think Scully will make the final cut. Stay tuned...

SLATE CARD MADNESS: WOO SUES CLINT REILLY.
Editor's note: The big news, of course, is the lawsuit filed by Demo SOS candidate Mike Woo against Demo consultant Clint Reilly. But there's other slate-related news as well. Here's our brief report...

• **Woo vs. Reilly** - Woo has hired the law firm of Gibson, Dunn & Crutcher in his lawsuit against Reilly, who in case you forgot, ran the 1993 L.A. mayoral campaign of Richard Riordan. According to the suit, Reilly set a price of $90-Gs for Woo, payable in 2 installments. Woo's 1st check of $60,000 was received May 2 and was cashed. A second check of $30,000 was delivered to Reilly's office on May 17, but was refused. That's when it became apparent that Woo was being dropped from Clint's slate in favor of Gwen Moore. Reilly has hired Remcho, Johansen & Purcell to defend him. Why did Reilly dump Woo for Moore? Just about all sources say the same thing: pressure from Assembly Speaker Willie Brown and the threat that Willie might *not* support Clint's chief client, Kathleen Brown. But we've also heard that Reilly may have been pressured from Demo allies of Mayor Riordan to dump Woo -- *rumors only*. Most consultants who run slates say that once there's verbal agreement, it's a done deal. Who wins? If the judge and jury see this as a straight contract, Woo would seem to have an edge. There's no damage amount specified in the lawsuit...

• **Wilson Not on all GOP Slates** - Two of the major GOP slates will not list Gov. Pete Wilson. The two slates are the *Non Partisan Candidate Evaluation Council* (put out by consultant Allan Hoffenblum) and *Team for the 90s* (a slate produced by consultant Wayne Johnson). Ron Unz, Wilson's chief opponent in June, won't be listed on these slates either...

• **CDP Slate** - Will it or won't it go? Sources say the proposed CA Demo Party slate will probably go, but it won't be on a massive scale. The 5-Bay area counties, plus L.A. county, are the proposed targets...

• **Law & Order Slate** - In works is a slate aimed at 55+ senior voters in L.A. and Orange counties. Consultant Marc Litchman is handling. Stay tuned...

NEW JOBS, ADDRESSES AND PERSONNEL NOTICES.
Editor's note: Here are some items to mark down in your notebook...

• Ambrosino & Muir and the polling firm of Fairbank Maslin & Maullin have been hired to run the 1st C.D. campaign of Doug Bosco(D)...

• Consultant Harvey Hukari has been hired to run the 1st C.D. campaign of Frank Riggs(R)...

• Pollsters Evans/McDonough have been hired to handle polling for 43rd C.D. Demo candidate Mark Takano...

• Consultant Bob Gouty has been hired to run the 43rd C.D. campaign of GOPer Joe Khoury...

• Consultant Harvey Hukari has been hired to do the mail for 43rd C.D. incumbent GOPer Ken Calvert...

• Consultant Richie Ross is handling the mail and strategy for Demo Tom McEnery's campaign for the open 16th C.D...

• The Campaign Performance Group is handling mail for 16th C.D. Demo candidate Zoe Lofgren...

• Consultants Allan Hoffenblum and Tom Shortridge have been hired to run the 36th C.D. campaign of GOPer Ron Florance...

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